



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Lee et al. Examiner: Beatriz Prieto  
Application Number: 10/007,789 Art Unit: 2142  
Filing Date: November 7, 2001  
Title: ONLINE SYSTEM AND METHOD FOR DYNAMIC  
SEGMENTATION AND CONTENT PRESENTATION

STATEMENT OF FILING BY EXPRESS MAIL 37 C.F.R. SECTION 1.10

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## AMENDMENT AFTER FINAL OFFICE ACTION UNDER 37 C.F.R. § 1.116

In response to the final office action dated November 20, 2006 in the above-captioned application, please amend the above-captioned application as follows: